

P.E.A.K. APPALACHIAN PROJECT

(Providing Education and Aid to Kids)

Group Members: _____ & _____ & _____

Title of Project: _____

Criteria	10-8 Mastery	7-5 Proficient	4-2 Emerging	1 Novice
Public Service Announcement Content	PSA is well constructed and developed. No lapses apparent.	PSA is well constructed with minor lapses in information, research, and persuasive strategies.	Major lapses in information, research, and persuasive strategies detract from the comprehension of the PSA.	Information, research, and persuasive strategies are not apparent in PSA.
Public Service Announcement Organization	PSA is consistently well organized, as well as clear and coherent.	PSA is basically organized and is somewhat clear and coherent.	PSA shows the beginnings of organization, but lacks significant logical order.	PSA is generally disorganized and confused and is not presented in a logical manner.
Public Service Announcement Creativity	PSA is original and innovative, as well as elicits a strong emotional experience.	PSA is somewhat original and innovative, yet elicits a limited emotional response.	PSA is original to some extent, yet is lacking in innovation or an emotional response.	PSA is lacking originality and innovation. PSA does not elicit any emotional experience.
Facts About Appalachian Issue	PSA contains 4 facts about an Appalachian issue.	PSA contains 3 facts about an Appalachian issue.	PSA contains 1 -2 facts about an Appalachian issue.	There are no facts about an Appalachian issue.
Support Organization Information	PSA contains significant information regarding an organization that supports your issue.	PSA contains some information regarding an organization that supports your issue.	PSA mentions an organization, but is lacking information.	There is no evidence of a support organization.
Persuasive Techniques	Persuasive Techniques use strategies to get attention and influence attitudes.	Persuasive Techniques use some strategies to get attention and somewhat influence attitudes.	Persuasive Techniques are lacking in attention-getting strategies as well as the ability to influence attitudes.	There is no evidence of Persuasive Techniques.
Citation Page	Citation Page is complete with 3 sources (that confirm all facts) in MLA format.	Citation Page is complete but does not reflect MLA format.	Citation Page is incomplete.	There is no evidence of a Citation Page.
Design Cycle Plan	Design Cycle Plan is complete and reflects thorough understanding of the process.	Design Cycle Plan is complete and reflects some understanding of the process.	Design Cycle Plan is incomplete and reflects little understanding of the process.	There is no evidence of a Design Cycle Plan.
Reflection	Reflection is complete and thoroughly examines your experience throughout the project.	Reflection is complete and somewhat examines your experience throughout the project.	Reflection is incomplete and shows little interest in your experience throughout the project.	There is no evidence of a Reflection.
Group Cooperation	All group members were contributing partners in the project. No teacher intervention was needed.	All group members were contributing partners in the project. Some teacher intervention was needed.	Some group members were not contributing to the project. Teacher intervention was required.	Group members did not cooperate with each other. Teacher intervention was necessary.

Total: _____

Grade: _____